Evidence-Based Health Policy Project

Research. Analysis. Education. Dialogue.
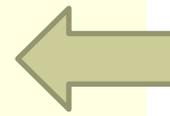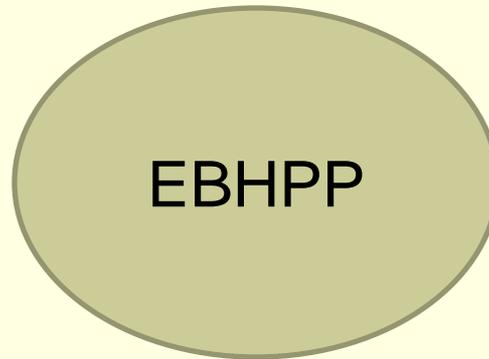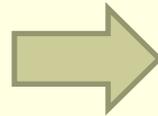
Wisconsin's Knowledge Exchange Model

Elizabeth Feder, PhD
Cochrane & Campbell Colloquium
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Project Partners

University of Wisconsin Population Health Institute
Translating Research into Policy and Practice

La Follette School of Public Affairs

EBHPP

Wisconsin Legislative Council

Legislative Advisory Board

Abstract

1. Background and Purpose of EBHPP
2. Some Guiding Ideas
3. Programs and Activities
4. Project Outcomes
5. Next Steps

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"Here are some of my policy assumptions.
Find something to base them on."

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Background

- Grew out of RWJF-supported State Health Policy Forums Demonstration Project 2002-2005
- 2005 Conference on Transformation of UW Medical School
- Funded - 2006
  - Partnership Program for Healthy Future (BC/BC Conversion Fund Endowment)
  - UW Chancellor's Office
- Funding renewed - 2009

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Purpose and Goals

- To enhance the WI health policy discussion and support evidence-based decision making by connecting academic researchers, legislators, decision makers
  - Provide policymakers, in both the public and private sectors, with timely, nonpartisan, high-quality information for evidence-based decision-making; and
  - Increase the involvement of UW faculty research and teaching activities in topical issues of state public policy.

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Research / Policy Link

- **Rational**

Policy makers solve problems according to reason and logic

- "knowledge transfer"
- "Producer push" (Lavis)
- Linear
- Experts provide instrumentally useful, apolitical inputs that improve policy (Kingdon, Lindblom)

Research / Policy Link

■ Pluralism and Opportunism

Policymakers make pragmatic decisions in conditions of uncertainty

- Flow of knowledge into policy not a given
- "Evidence-influenced," "Evidence-aware"
- Wider view of useful knowledge and knowledge producers
- Shared assumption: incorporating knowledge is "good"
- Requires intermediaries (Rath and Barnett, 2006)

Source: Harry Jones, "Policy-Making as Discourse", 2009

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Goal: To get decision makers to have knowledge of facts and use them

■ How well organized is the research community to achieve this goal?

Favors grant acquisition/academic publication over knowledge synthesis and engagement

Communication between researchers well organized, but researcher to practitioner dialogue ("actionable messages") poorly organized (Lavis, et al.2003)

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Goal: To get decision makers to have knowledge of facts and use them

- How receptive are policymakers to this goal?

"*Research is often seen as the opposite of action, not the antidote for ignorance.*"

"*Research is (seen as) a product they can purchase from the local knowledge store, but too often it is the wrong size, needs some assembly, is on back order, and comes from last year's fashion line*"

(Lomas, 2007)

Research to Action:
Knowledge Brokering as a Solution

- "All the activity that links decision makers with researchers, facilitating their interaction so that they are able to better understand each other's goals and professional cultures, and promote the use of research-based evidence in decision making."

  - *Canadian Health Services Research Foundation, (Theory and Practice of Knowledge Brokering. . .2003)*

EBHPP approaches to closing the Know-Do gap

- Programming
  - Capitol Briefings
    - Rapid Response briefings
  - Symposia
  - Invitational forums
    - Off-the record safe harbor dialogue

- Methods exchanges
  - Meetings between policy makers and researchers
    - Brokering research priorities
    - Facilitating Applied Research

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Core Principles of Credible Brokering

Programs and Activities built upon:

- Face-to-face, interactive communication (Lavis, et.al.2003)
- Opportunities for long-term linkages.

    "Knowledge depends for its circulation on interpersonal networks and will only diffuse if these social features are taken into account and barriers overcome." (Greenhalgh, et.al)
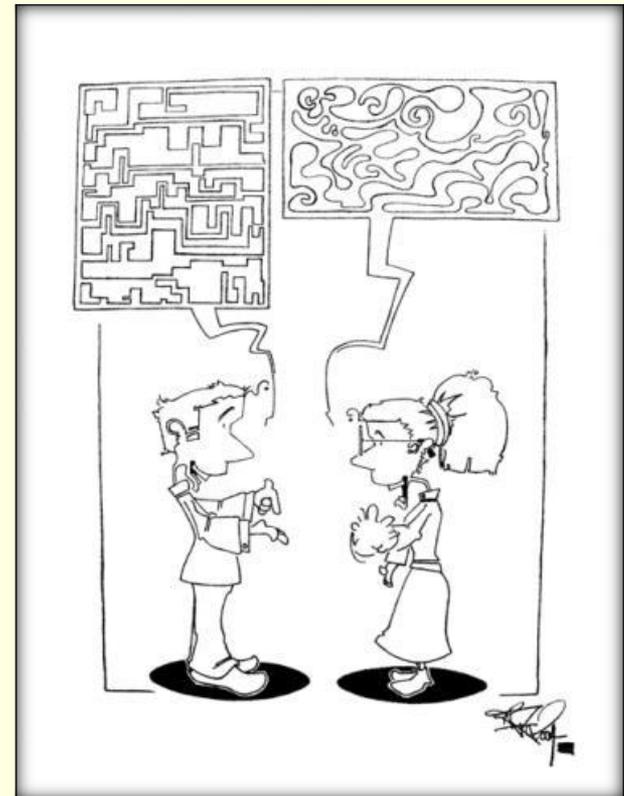
Promote research and analysis that is:

- Relevant, timely, and accessible
- Scientifically and intellectually rigorous
- Balanced and nonpartisan

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2-way Knowledge Exchange

- What researchers can learn from decision makers

Cultural change – create:

- Decision-relevant culture among researchers
- Research-attuned culture among decision-makers

Wisconsin Idea

Boundaries of the University are the Boundaries of the State

- The work of the university should be applied to solve problems and improve health, quality of life, the environment and agriculture for all citizens of the state.

- Faculty collaborated with legislature to develop innovative laws of the Progressive Era:

  - regulation of utilities,

  - workers' compensation,

  - tax reform,

  - University Extension services;

Robert La Follette,
WI governor -1901 to 1906,
U.S. Senator -1906 to 1925

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EBHPP Programs

- Health Insurance Exchanges: Goals, Options, and Considerations for Wisconsin
- Federal Health Care Reform Legislation: What Do Wisconsin Policymakers Do Now?
- Scope of Practice: Who Should Do What to Assure High Quality, Efficient Health Care . . . And How Can States Decide?
- Accountable Care Organizations: New Model for Health Care Payment and Delivery? How will they work? Can they promote quality and reduce costs?
- Health Care Quality, Effectiveness, and Value: How Might State of Wisconsin Investments Pay Off?
- Medical Homes and Retail Clinics: Complementary Care or Conceptual Clash?
- Rx for RNs: Addressing the Nursing Shortage
- Sobering News: How We Can Reduce Wisconsin's Top-Ranked Drinking Problem

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Program Participants

- Wisconsin State Legislature & staff
- High-ranking officials of state agencies
- Governor's staff
- Scholars/Academics
- Industry executives
- Physicians, hospitals
- Insurers/Purchaser/Payers
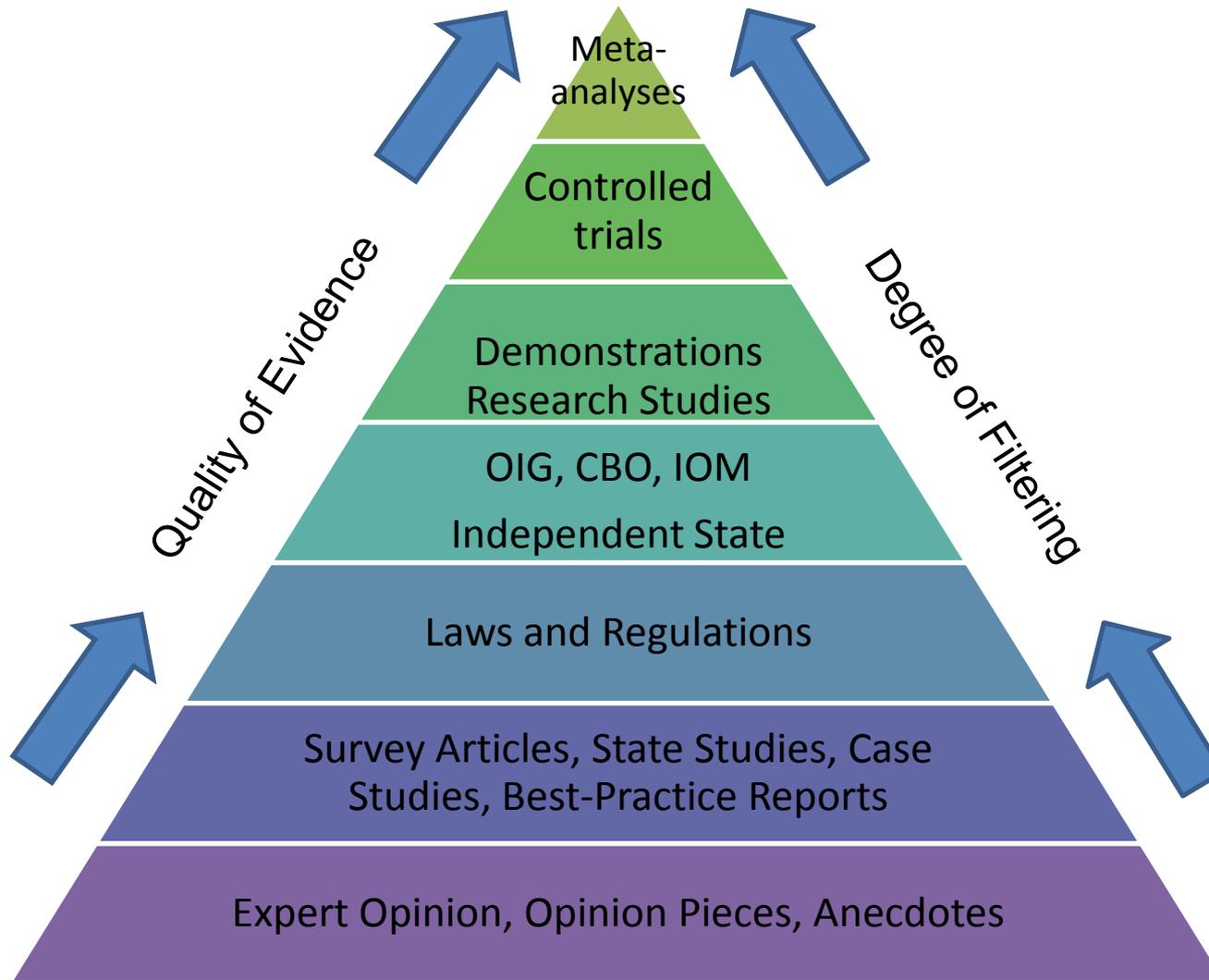- Advocates

What counts as evidence?

Any systematic process of critical investigation and evaluation, theory building, data collection, analysis and codification"
(Nutley and Davies, for William T. Grant Foundation)

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"I just feel fortunate to live in a world with so much disinformation at my fingertips."

Evidence Pyramid

Quality of Evidence ↗

Degree of Filtering ↖

Pyramid levels (top to bottom):
- Meta-analyses
- Controlled trials
- Demonstrations Research Studies
- OIG, CBO, IOM Independent State
- Laws and Regulations
- Survey Articles, State Studies, Case Studies, Best-Practice Reports
- Expert Opinion, Opinion Pieces, Anecdotes

➢"Actionable Messages" (Lavis, 2003)

➢Research in the form of "ideas" not "data" (Weiss, 1991)

➢Solutions – Policy Options

Adapted from UCSF Center for the Health Professions

Facilitating Applied Research

■ Develop faculty capacity to engage directly with public policy

■ Community-Academic Partnerships

Assistance shaping:

■ Research questions or design

■ Presentation of findings

■ Broker research priorities with
people working in health system

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Resources

- Project web site contains easy-to-access information on upcoming events, resource materials

- Links to archived videos of events, via Wisconsin Eye (Wisconsin's "C-SPAN" network).

- On-line database includes 850 policy-makers, researchers, and representatives of state agencies, nonprofit and private sector organizations

Impacts
1. Process Measures

- No. of presentations/ attendees
  - Presentations: 25 total / 5 in 2010
  - Attendance: 12 (2007) to 145 (2010)
                              2010 total = 294; 63% repeat attendees

- Intermediate outcome: change in awareness/knowledge/attitudes (evaluation)
  - Avg. increase in pre/post knowledge for all respondents (2010) was slightly over 1 point (5 pt. scale)

  - 80% of survey respondents reported that the information presented at briefings was "above average" or of "high" relevance to their work

- Outcome: decision to support one outcome over another because research supports its effectiveness

Impacts
2: Decision-making (informing the debate)

- Impact on drafted legislation and agency programming:
  - HPV Vaccine
  - Infant mortality prevention programming
  - Drunk driving prevention
  - Medicaid prescription drug formulary
- Stimulated development of UW Health's AWARE Coalition initiative on alcohol abuse prevention
- Scope of Practice Modification review process
- Briefing on health care quality, effectiveness, and value, highlighted new WI data sources in Wisconsin (WHIO)-- stimulated interest from several UW investigators who worked with the EBHPP to connect with WHIO to use the data for applied research.

Impacts
3: Partnerships

- Bridges medicine and health policy, research and practice, health science with other elements of the UW campus.
- Positions UW to link in a meaningful way in service to government and the Wisconsin Legislature.
- Draws on the leadership and talent of academic, government, and industry experts.
- Stimulates dialogue and familiarity among persons from differing arenas who might not have otherwise have crossed paths.
- Opportunity to consider promising arenas for collaborative research and/or advancement of public policy.

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What Next?

- Expanding analytic capacity – Beyond *whether* research is used/ *how* is it used

- Health benefits and scope of practice review for medical effectiveness, impact on public health and health disparities

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